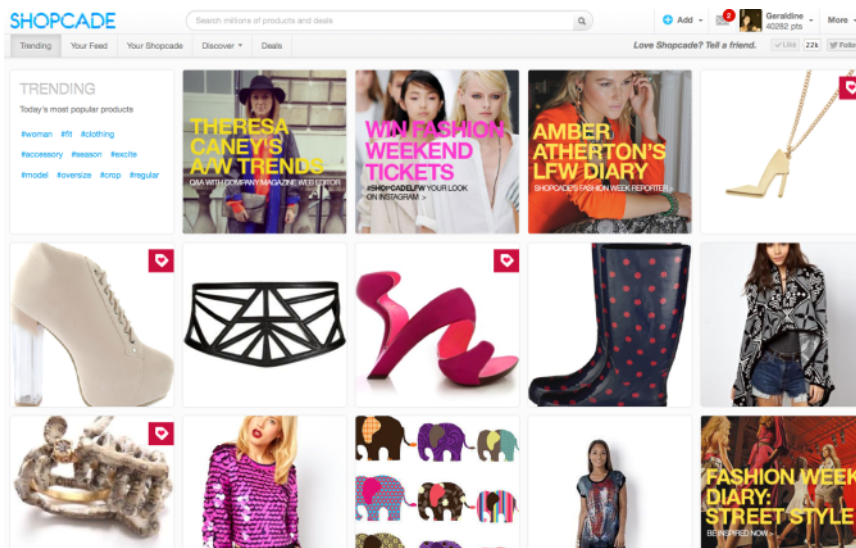


SHOP CADE



SHOPCADE.COM

Shopcade is an innovative trend-based social shopping application where fashion lovers meet to find and share the best trends and deals. Launched in 2012, Shopcade has grown to 450k users, enabling users to discover, collate and receive deals on the products and brands they love. The meaning of Shopcade is a combination of the words 'shop' and 'arcade', representing a fun, social shopping environment online.

Featuring more than 100 million products from over 300,000 brands including ASOS, Urban Outfitters and River Island, Shopcade handpicks the best products and deals everyday. There's a dizzying array of things on offer from high-street to high-end, from fashion to food and from beauty to homeware.

Shopcade users are able to see what's popular, spot what their fashion icons are wearing and discover, buy and bookmark similar pieces. Shopcade alerts users when any of their 'wants' are on offer providing a unique money saving opportunity.

To join the Shopcade emporium simply follow the three steps;

- 1- Join with Facebook, Twitter or email on Shopcade.com
- 2- Create your own Shopcade and share products you love.
- 3- Discover, share and learn about exclusive products and deals!

This season, Shopcade has teamed up with the young model and entrepreneur Amber Atherton, owner of online jewellery boutique My Flash Trash. The ever so stylish Amber will pen her LFW diary exclusively for Shopcade, sharing her daily stories about the shows, parties, and the celebs she meets. Amber will also create a Shopcade wish list for, showcasing all of her favourite items for this AW13 season.

Shopcade is celebrating the International catwalk collections by teaming up with influential fashionistas, bloggers and stylists. A whole host of influential fashion insiders ranging from bloggers to stylists and street style

photographers will feature on the Shopcade blog where they will share their views on Fashion Week, top trends, and of course, their Shopcade lists with their most coveted items for AW13.

About Founder & CEO, serial entrepreneur Nathalie Gaveau

Shopcade was founded in 2011 by Nathalie Gaveau, co-founder of Priceminister.com “the French ebay” which sold to Rakuten for €200M in 2010.

Shopcade has been growing fast since the launch of its website in April 2012, the release of its iPhone app at the South by Southwest Conference in March 2013, and the distribution of its shopping widget on a wide range of media sites and blogs since *May* 2013.

With a user base spanning the UK and the US, Shopcade is revolutionizing the way consumers shop through social curation and customized deals alerts. Shopcade’s headquarters are in London and the company also operates a smaller commercial and marketing office in New York.

Shopcade is fully mobile and in October 2013 is launching a revamped app for IOS 7 and Android.